



"Team Up for School Lunch" Playbook

A Public Relations Toolkit

**National School Lunch Week
October 9 -13, 2000**



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Team Up to Promote School Lunch

This year, the American School Food Service Association (ASFSA) and the United States Department of Agriculture's Food and Nutrition Service (FNS) are pleased to be partnering to promote National School Lunch Week (NSLW), October 9-13, 2000. This *Playbook* is part of the collaboration and is designed to provide advice on planning a public relations strategy for NSLW and throughout the year. It is intended to help you promote activities to the media and the public.

The National School Lunch Program (NSLP) provides nutritious, affordable lunches to more than 26.1 million children each day. Are all the parents in your school district aware of the program's accomplishments or your efforts? Are they aware of the dietary guidelines that are met in school lunch programs and the options that their children are given? NSLW is celebrated each year to help highlight the important contributions of the National School Lunch Program to our children's health and well-being.

This year during NSLW, students, foodservice workers and others will "Team Up for School Lunch." You have probably already seen suggestions for menus and activities in the April 2000 issue of *School Foodservice and Nutrition*. You may have already purchased promotional materials through the ASFSA Emporium. Now is the time to build a team and create a plan of action to help promote school lunch.

ASFSA and FNS are planning national public relations activities around NSLW. Highlights include:

- An ASFSA advertorial highlighting the National School Lunch Program and NSLW possibly in the back-to-school issue of *Parents* magazine.
- A national on-line discussion focusing on child nutrition on October 5 featuring USDA Under Secretary Shirley Watkins and ASFSA President-elect Marilyn Hurt.
- A "Celebration of Lunch" event in October in Washington, D.C. with Secretary of Agriculture Dan Glickman and Secretary of Education Richard Riley.

Your efforts to provide healthy meals to our school children should be recognized and NSLW is a perfect opportunity to draw attention to the facts. So take a minute to review the enclosed materials and consider what kind of public relations activities you can undertake. We will be happy to help you in any way that we can. Please call Kerry O'Neill, ASFSA Public Relations Specialist, at (703) 739-3900 ext. 117 or khodges@asfsa.org, if we can be of assistance.

Phyllis Griffith, President
Marilyn Hurt, President-elect
American School Food Service Association

Shirley Watkins, Under Secretary
USDA's Food and Nutrition Service



Bring Out the Cheerleaders

*Think big, believe big, act big, and
the results will be big.*

— anonymous

Not everyone may recognize the impact of the National School Lunch Program, but it is a message that should be shared. For many children, the lunch that they receive at school is their most nutritious meal of the day. School lunches provide energy to learn, the ability to achieve. By implementing a public relations plan, you can help the media deliver a message about school lunch to a broader audience. This exposure can help shape opinions of students and parents, formulate public policy and determine how organizations and government agencies view your programs.

Creating a team to promote NSLW can support your efforts to focus the public's attention on activities and efforts throughout the school year that contribute to the health of our children. The team can include school foodservice staff, students, teachers, administrators, parents, and others in the community.

In today's "information age," it is crucial to understand the power of the media and its ability to influence the image of people, companies and organizations. It is also worth noting that the media quite often is searching for good subject matter. If you provide information on NSLW in the right packaging and at the right time, you can create an opportunity for both you and the journalist.

But media coverage does not come easily. The foodservice director plays a critical role as intermediary between the school district and the external environment. Such a role requires creativity, tenacity and hard work.

Generating media attention involves a wide variety of tasks—learning what makes news, creating media plans and lists, writing news releases, delivering the message to the right outlet, preparing for interviews...the list goes on. This *Playbook* is designed to minimize the amount of effort required from you.

So use this year's theme of "Team Up for School Lunch" to show all the winning work that is put into the school lunch programs. Review the rules, draft your team, draw up your game plan, and have a ball with National School Lunch Week!



Rules of the Game

How can you compete in the game of public relations? While public relations takes many forms, there are rules of the game that will help make you a better competitor. Essentially, good public relations involves communicating with various audiences in an attempt to influence or change opinions and raise your public profile.

When you create good public relations, the public will see (newspapers, television) or hear (radio) messages from several different sources and the message really starts to click. This "buzz" phenomenon is even more powerful if each placement reinforces the same message.

Think of the "buzz" that surrounds a college draft pick. You first notice a player's name being thrown around as a possible draft pick; you read about him in newspapers and hear him discussed on sports talk shows; coaches begin to refer to him often in interviews; you see a profile of him on a sports program; he shows up on the cover of a sports magazine. All of the sudden, the player becomes the number one pick in the draft and has just secured a multi-million dollar contract. The player's agent has demonstrated the value of his client to the public, which ultimately catapulted him in front of the others. This is what good public relations is about in the private sector, and the same rationale can work for promoting NSLW.

Imagine creating a "buzz" around National School Lunch Week by:

- Inviting a local sports figure to your cafeteria;
- Decorating the cafeteria with sports equipment and posters;
- Designing a menu around the sports theme;
- Hosting contests and providing sports-related prizes;
- Inviting a guest chef to lead a cooking demonstration;
- Inviting your 5 A Day Coordinator to lead a nutrition activity.

But just organizing these events is not enough. You must tell the media of your exciting activities. Public relations can help you use these and other "happenings" to drive public awareness *and* excitement for what you and your team accomplish. The contents of this manual will help you create that all-important "buzz."

Events that Score

Rules which might determine what is newsworthy are not cast in stone. There can be many variations. Decide if the information will excite the reader, listener or viewer.

Here are some characteristics that surround a newsworthy event:

Kids
Local impact
Prominent public figure
Outdoor location

Action
Novelty
Shock
New data

Simplicity
Social issues
A symbol of a trend
Humor



Equipment

The proper equipment will help you communicate with the media. Here are some of the basic public relations tools.

Media Kit

A media kit or press kit should be designed to provide reporters with some basic information about the National School Lunch Program and the activities you are planning for National School Lunch Week. The contents of a media kit should be placed in a two-pocket folder. The front can be decorated with an appropriate sticker. The most important information should be placed in the right-hand side pocket (the most recent press release or information about a specific event). Use the left-hand side pocket to store more general information, such as photos and biographies.

Media Kit Contents

- **News Release** -- News releases are brief news stories distributed to media outlets to generate interest in your topic or event. (See "Sample Press Release")
- **Biographical Fact Sheet** -- A one-page resume that includes the foodservice director's experience in the industry.
- **Fact Sheet** -- This sheet should contain contact names with phone numbers and facts about the National School Lunch Program. (See "The Pep Talk")
- **Clippings** -- Include any favorable articles or editorials written about your school district's program or ASFSA.
- **Photos** -- Include photos of new food offerings, or shots of kid's enjoying their lunch. Remember, photos can be black and white or sharp color.
- **Menus** -- Include sample menus that highlight offerings during NSLW.

Media Advisories

Media advisories are a special kind of news release. An advisory lets the media know the specifics of an upcoming event such as a visit by a sports figure during lunch. A media advisory never includes quotes and should not be longer than two or three paragraphs. The advisory should answer the questions: Who? What? When? Where? There must be enough information to attract the media to the event, but not so much that there is no reason to attend the event. Follow-up the advisory with reminder phone calls. (See "Sample Media Advisory")

Public Service Announcements (PSAs)

Public Service Announcements (PSAs) are short radio or television messages aired free of charge on behalf of community organizations. These messages must contain information beneficial to the community and must not include controversial or self-serving material. (See "Sample PSA")



Scout Report: The Media

Winning teams learn all they can about their opponents. For you to win in the game of public relations, it's important to know who the media are, what their needs are, and how best to convey your message to them.

Establish a good relationship with the media. Media representatives are human beings just like other professionals. They have specific strengths and weaknesses, likes and dislikes. It takes time, work, patience and tolerance to develop mutual trust and respect with members of the working press.

Be personable. As media representatives get to know you personally, they will be more willing to listen to your "news." And, if they listen to your "news," your programs are more likely to receive positive coverage.

Sharing a common audience. Keep in mind, you and the media share the same audience -- the public. Media representatives have an obligation to provide information to the public -- and you can play a role in helping to keep the public informed.

Call media at convenient times:

- Daily newspaper reporters are typically on deadline from 3:00 p.m. on. It's best not to call then.
- Television reporters edit their pieces to make the evening news. They, too, are hard to reach in the afternoon.
- Radio personalities are obviously unavailable when they are on the air. They typically are available for several hours after airtime.

Be sure to contact the appropriate person.

Television Stations

After faxing a press release to your local television station concerning an event, follow-up with a call. Ask for the assignment editor and ask him if he has any questions about the event.

Daily Newspapers

At your local newspaper, you will most likely send your information to the local news editor. Other possibilities are the education reporter, food reporter or lifestyle reporter.

Weekly Newspapers

Your community paper is a good outlet. If the paper features a weekly "calendar of events," submit a brief press release with the essential information about your event: who, what, when, where and a contact name and phone number. You should send the information about two weeks prior to the event.

Radio

You can get a list of all the radio stations from your local broadcasters association. You should speak to the station manager to suggest the use of your PSAs on the radio.



Draft a Team

You don't have to work alone as you approach the task of gaining media attention. This *Playbook* is a first step in helping your efforts, but there are also lots of other resources that you can tap.

Ask your PTA to take part in your National School Lunch Week celebration. Alumni are also a possibility. Some of them may have contacts with local officials or sports figures whom they could invite to your event. Volunteers can help you organize your media kits, decorate your cafeteria, contact the media...whatever level of involvement that they are prepared to offer.

Students can be good resource, too. Sample press releases, media advisories, and PSAs are included in the *Playbook*, but perhaps an English class would like to participate in your promotional efforts. You could ask a teacher to assign your event as a topic for a press release and give students experience in drafting a media tool.

Other organizations such as the 5 A Day program at the National Cancer Institute and the American Institute of Wine and Food provide various services and tools that could be useful in planning your events. See "The Roster" for contact information.



Make a Game Plan

The following ideas are meant to generate some promotional activities on behalf of school lunch. With the help of your team, you may decide to explore additional options. Whatever ideas you choose to implement, just be sure to, “get into the game!”

- Add information about your school and your planned NSLW activities to the attached sample news releases. Ask local dietitians, pediatricians, teachers, parents and students how they view the school lunch program, and whether their comments can be used in the releases. Print the releases on your own letterhead and list yourself as contact. Send these releases to your media contacts about ten days prior to NSLW.
- Customize the attached radio PSA scripts and submit them to radio stations.
- Publicize NSLW on the back of your school menus and in school newspapers.
- Orchestrate special events at your school, such as lunch with parents or a local sports figure, and invite the media. Capitalize on the “Team Up for School Lunch” theme to decorate your school. Use the enclosed timeline to help organize the event.
- Offer prizes to the classroom with highest participation during NSLW.
- Host a nutrition fair with information booths, nutrition activities, and guest speakers.
- Invite the State 5 A Day Coordinator to be a guest speaker or to participate in your nutrition activities.
- Invite a local farmer to bring fresh produce to your school and to lead a discussion about farming techniques. USDA can provide additional information about its Small Farms/School Meals Initiative.
- Create a fact sheet of key messages (see “The Pep Talk”) and distribute it to administrators and teachers.
- Contact the American Institute of Wine & Food (AIWF) to see if there is a local chapter in your community. AIWF offers a program called “Days of Taste” that encourages elementary school children to make healthy food choices through taste education. The program emphasizes nutrition, food origins, career choices and team-building.
- Decorate the cafeteria and school with promotional materials with the 2000 NSLW theme “Team Up for School Lunch” available from the ASFSA Emporium. Call (800) 728-0728.



The Pep Talk

Coaches don't let their teams take on an opponent without preparation; similarly, you should have all the facts behind the National School Lunch Program before you face the media. Take some time to review the following information, and you'll be prepared for anything a reporter might throw your way.

- **The National School Lunch Program (NSLP) was established in 1946 after the government had to reject many World War II recruits due to malnourishment.** The program was established under the National School Lunch Act, signed by President Harry Truman. It is the largest of the federal child nutrition programs in terms of spending and the number of children served. Congress appropriated \$5.26 billion for the school lunch program for Fiscal Year 1999.
- **More than 26.1 million children are served lunch every school day, in more than 93,000 schools.** Approximately 95 percent of all elementary and secondary school students are enrolled in participating schools. On a typical day, about 58 percent of the school children to whom the lunch program is available participate.
- **School districts and independent schools that choose to take part in the lunch program get cash subsidies and donated commodities from the U.S. Department of Agriculture for each meal they serve.** In return, they must serve lunches that meet Federal requirements, and they must offer free or reduced-price lunches to eligible children.
- **Any child at a participating school may purchase a meal through the National School Lunch Program.** Children from families with incomes at or below 130 percent of the poverty level are eligible for free meals. Those between 130 percent and 185 percent of the poverty level are eligible for reduced-price meals, for which students can be charged no more than 40 cents. Children from families with incomes over 185 percent of poverty pay a full price, though their meals are still subsidized to some extent.
- **While school lunches must meet Federal nutrition requirements, decisions about what specific foods to serve and how they are prepared are made by local school food authorities.** Current regulations require schools to meet the Dietary Guidelines for Americans, which recommend that no more than 30 percent of an individual's calories come from fat, and less than 10 percent from saturated fat. Regulations also establish a standard for school lunches to provide one-third of the Recommended Dietary Allowances of protein, Vitamin A, Vitamin C, iron, calcium, and calories.
- **Team Nutrition is an implementation tool for USDA's School Meals Initiative for Healthy Children.** It provides schools with technical training and assistance to help school food service staff prepare healthy meals, and with nutrition education to help children understand the link between diet and health.
- **Include a bullet with information about your program.**



On Your Mark, Get Set, Go

Timeline for Planning an Event

If you decide that some type of event during National School Lunch Week (NSLW) in October would draw the greatest attention in your local community, now is the time to get started.

As anyone who has planned a party can imagine, there can be many details involved in setting up an event. But your headache will not be in vain. Well-planned events are entertaining and effective for bringing an issue to light. Here is a step-by-step checklist to help you along:

4-5 Weeks Out or more:

- Brainstorm with your staff and volunteers to come up with ideas for the event. Let everyone come up with concepts. Write them all down and then pare down the list.
- You must decide whether the event will take place at a school, or at a facility such as a community center. After deciding on your date during NSLW, you must receive the proper clearances and reservations from administrators at the event site. You should put your proposal in writing -- complete with date, start and finish time, number of guests expected, what your purpose is, and special needs you have like audio-visual equipment, extra chairs or menus. Determine what responsibilities will be assumed by you or your staff.
- Look at recipes and decide what menus you will offer that highlight the "Team Up" message. Order additional ingredients needed. Write/design the display menus. Have them printed, or photocopy them yourself.

3-4 Weeks Out:

- Develop your agenda. Call potential speakers with your idea, then follow up with a written request for their participation. Make it clear what and how long you want them to present.
- Figure the guest list, allowing for a good crowd even with no-shows. Determine your target audience.
- Continue to get input from anyone who will listen. Let people know about the event by word of mouth.

2-3 Weeks Out:

- Follow up with the speakers to make sure they are on board. Work through their presentation ideas.
- Write a short press release describing the event and listing the speakers, and send it to local media outlets to generate pre-event publicity. Assemble media kits for distribution at the event.
- Write/design the invitation. You can decide whether to set a formal or informal tone. Include a method for RSVPs. Allow several days between the RSVP deadline and time you need to give final count at event site. Have the invitations printed, or photocopy them yourself.
- Mail the invitations or send them home with the school children.

1-2 Weeks Out:

- Follow up on preparations for the event site. Do you or the speakers need to have slides or overheads prepared? Will you have the equipment you need?
- Continue working on details of program. Have menus been created and tested? Are speakers prepared? Do you need decorations like table centerpieces or take-aways for each guest? Do you need posters or placards listing your key messages? Will you have a resource table of printed information?
- Start calling people who have yet to respond. Prepare a mailing for those who will not attend, so that your message is still delivered. Make sure you designate someone to take photos, video or audiotapes of the event for distribution later.
- Make sure you have enlisted the help of others for behind the scenes of the big day.
- Check up on details, including the progress of your speakers, and how the stage or front of the room will be arranged. Call the media to remind them of the event. Will you need microphones? How will the guests be seated?

Week of the Event:

- Let the event site administrators know the final count.
- Get everything over to the event site. If possible set up the room a day ahead of the event. Put up your NSLW materials, posters and other decorations. Have press releases, kits or other materials on an easily accessible table.
- Report your activities to ASFSA so that they can be shared with other school foodservice professionals.



Sample Media Tools

Sample Press Release

RELEASE DATE: IMMEDIATE

CONTACT: Name
Phone
Email address

[Local Athlete] Visits [local school or district] during National School Lunch Week Celebrations

(Town, State, October xx, 2000) - [Local athlete] will eat lunch with [school's] students next week as part of the celebration of National School Lunch Week (NSLW). The theme for the week of October 9-13 is "Team Up for School Lunch."

[Provide a description of your event.]

[Provide a quote from your local school foodservice director.]

NSLW was established in 1963 by a proclamation from President John F. Kennedy. It is designed to help raise awareness of and garner support for the role that school foodservice and nutrition programs play in the lives of America's children today, and in the strength of America tomorrow. The American School Food Service Association (ASFSA) helps celebrate the event each year with a theme and promotional materials.

ASFSA is a national, non-profit professional organization representing more than 58,000 members who provide high-quality, low-cost meals to students across the country. Founded in 1946, ASFSA is the only association devoted exclusively to protecting and enhancing children's health and well-being through school meals and sound nutrition education.

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Sample Radio PSAs

The sample radio PSAs are 30-second format, written for adult radio stations. You can distribute the scripts to the radio stations and ask that an announcer read the spots.

To be read on-air:

“Winning Team”
(:30)

Announcer:

Help your child to be part of the winning team.

Kids that eat nutritious meals perform better in all aspects of their lives.

That’s why the National School Lunch Program has been providing healthy lunches to students for more than 50 years.

Make sure that your children get on the winning team—have them eat a nutritious lunch either at school or at home.

Celebrate National School Lunch Week, October 9 through 13.

A message from your local school foodservice program.

“Team Up”

(:30)

Announcer:

This week is National School Lunch Week.

Why not take some time to “Team Up for School Lunch?” That’s this year’s theme for the annual event highlighting the importance of a nutritious meal to a child’s success.

Join your child’s school foodservice workers in promoting healthy lunches for students.

Volunteer to help with National School Lunch Week events during October 9 through 13 and get your child on the winning team!

A message from xxxx school district.

“A Successful Program”

(:30)

Announcer:

We’re fortunate in the United States to have the federally-funded National School Lunch Program that feeds more than 26 million children daily.

For some, this lunch is their most nutritious meal of the day.

The week of October 9 through 13 is National School Lunch Week—a time to recognize the important contribution of the school lunch program to the health and well-being of our children.

Find out what your child’s school is doing to celebrate. Call your local foodservice director.

A message from xxxx school district.

Sample Media Advisory

MEDIA ADVISORY

Location, Date, 2000—[Local sports figure] will eat lunch with children at [your school] during National School Lunch Week (NSLW). A special menu is planned, including [insert your menu,] to highlight this year's theme of "Team Up for School Lunch." NSLW is being celebrated October 9-13 around the country.

Date: **Monday, October 9, 2000**

Time: **12:00 p.m.**

Place: **[Insert Your School]
[Street Address]**

Contact: **[Your name]
[Telephone]**

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Executing the Play

Sample Scripts for Talking with the Media

Newspaper Editors/Reporters

Foodservice Director:

Hello, my name is _____, the Foodservice Director of _____. I'm calling today to see if you received the information I sent you about our National School Lunch Week activities.

Reporter:

Can you remind me of the information?

Foodservice Director:

We are organizing some special activities to help students and parents celebrate school lunch during the week of October 9-13. This year, our theme is "Team Up for School Lunch." I sent you a press release about our special lunch event where [local sports figure/parents/etc.] will be attending.

Reporter:

Would you mind sending that fax again?

Foodservice Director:

I'd be happy to. Please let me know if I can answer any other questions.

Reporter:

Thanks, I'll be looking for your fax.

Radio Station Managers

Foodservice Director:

Hi, this is _____, the School Foodservice Director for _____. I was just calling to see if you received the information about the PSA for National School Lunch Week.

Station Manager:

Yes, we did receive it.

Foodservice Director:

Great. Do you think you will have the opportunity to have it read on the air? We really want to let people know about the important contributions the school lunch program makes to children's health.

Station Manager:

I think we'll be able to use it a few times.

Foodservice Director:

Great. Is there any additional information you'll need about our program?

Station Manager:

Do you have a history of the National School Lunch Program?

Foodservice Director:

I can get back to you this afternoon with that information. Thanks for your time.

Television Assignment Editors

Foodservice Director:

Hi, this is _____ and I'm the School Foodservice Director for _____.

Assignment Editor:

Hi. What can I do for you today?

Foodservice Director:

I'm calling to see if you received our media advisory concerning National School Lunch Week and if someone will be able to cover the event.

Assignment Editor:

Can you give me a few more details?

Foodservice Director:

Sure. [explain your event]

Assignment Editor:

Sounds interesting, would we be able to interview someone at the event?

Foodservice Director:

Sure. Would you like to do that before or after the event?

Assignment Editor:

Why don't we arrange an interview for afterwards.

Foodservice Director:

Great. See you then.



The Statistics

The American School Food Service Association (ASFSFA) has been advancing the availability, quality and acceptance of school nutrition programs as an integral part of education since 1946. The association strives to see that all children have access to healthful school meals and nutrition education.

The U.S. Department of Agriculture's Food and Nutrition Service (FNS) has the mission of reducing hunger and food insecurity by providing children and needy families with access to food, a healthful diet and nutrition education. The agency has been in existence for three decades.

Highlights of the History of Child Nutrition

- 1946** The National School Lunch Act, which establishes the National School Lunch Program, is signed into law by President Harry Truman. ASFSFA is founded the same year.
- 1955** The Special Milk Program begins. The program provides milk to children in schools and child care institutions that do not participate in other Federal child nutrition meal service programs.
- 1962** National School Lunch Week is established by a proclamation from President John F. Kennedy.
- 1964** ASFSFA's School Food Service Foundation is established as a non-profit entity focusing on research and public education on child nutrition.
- 1966** The Child Nutrition Act of 1966 creates a two-year breakfast pilot, establishes foodservice equipment assistance and increases funds to feed needy children.
- 1969** The 1969 White House Conference on Food Nutrition and Health leads to the expansion of child nutrition programs and the enactment of the free and reduced-price school lunch program for low-income students. USDA's Food and Nutrition Service is formed the same year.
- 1975** Congress permanently authorizes the School Breakfast Program.
- 1989** AFSFA launches National School Breakfast Week to raise awareness about the availability of breakfast at school and draw attention to the link between eating a good breakfast and cognitive growth.

- 1994** As a result of midterm elections, child nutrition programs were challenged as Congress sought to cut government spending. The “Contract with America” included welfare reform provisions to eliminate all child nutrition entitlement programs in favor of block grants to the states. Block grants were defeated and child nutrition programs remained intact.
- 1995** Team Nutrition begins. The program’s goal is to improve children’s eating and physical activity habits by using the principles of the Dietary Guidelines for Americans and the Food Guide Pyramid.
- 1999** USDA unveils the new Food Guide Pyramid for young children. The “children pyramid” is an adaptation of the original Food Guide Pyramid released in 1992, and is targeted to children ages two to six.
- 2000** Today, the National School Lunch Program is the largest federal child nutrition program and the second largest single source of federal funding for elementary and secondary schools.



The Roster

American School Food Service Association
(ASFSA)

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Alexandria, Virginia 22314-4287
(703) 739-3900
(800) 877-8822

servicecenter@asfsa.org
www.asfsa.org

USDA's Food and Nutrition Service (FNS)

3101 Park Center Drive, Room 819
Alexandria, Virginia 22302
(703) 305-2286

www.fns.usda.gov

USDA's Team Nutrition

3101 Park Center Drive, Room 1010
Alexandria, VA 22302
(703) 305-1624

www.fns.usda/tn

The American Institute of
Wine & Food (AIWF)

304 West Liberty Street
Suite 201
Louisville, Kentucky 40202
(502) 992-1022

www.aiwf.org

5 A Day materials:

Produce for Better Health Foundation
5301 Limestone Road, Suite 101
Wilmington, Delaware 19808
(302) 235-2329

www.5aday.com

5 A Day State Coordinators:

5 A Day for Better Health Program
National Cancer Institute/NIH
EPN Suite 4051C
6130 Executive Blvd.; MSC 7335
Bethesda, Maryland 20892-7332
(301) 496-8520

*Fruits and Vegetables by Popular Demand:
A Tool for Food Service Workers*